is =

29. A process for preparing a polyester resin comprising:

producing 2,6-dialkylnaphthalene from a feedstock by the process of Claim 22; oxidizing the 2,6-dialkylnaphthalene to form 2,6-naphthalenedicarboxylic acid; esterifying the 2,6-naphthalenedicarboxylic acid with methanol to form a 2,6-

naphthalenedicarboxylate; and

manufacturing the polyester resin from the 2,6-naphthalenedicarboxylate.

30. A process for preparing a polyester resin comprising:

producing 2,6-dialkylnaphthalene from a feedstock by the process of Claim 24; oxidizing the 2,6-dialkylnaphthalene to form 2,6-naphthalenedicarboxylic acid; and manufacturing the polyester resin from the 2,6-naphthalene-dicarboxylic acid.

31. A process for preparing a polyester resin comprising:

producing 2,6-dialkylnaphthalene from a feedstock by the process of Claim 24; oxidizing the 2,6-dialkylnaphthalene to form 2,6-naphthalenedicarboxylic acid; esterifying the 2,6-naphthalenedicarboxylic acid with methanol to form a 2,6-

naphthalenedicarboxylate; and

manufacturing the polyester resin from the 2,6-naphthalenedicarboxylate.